

PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF ARTS IN COMMUNICATION

SEPTEMBER-APRIL 2021 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: COM 304

COURSE TITLE: PRINCIPLES OF EDITING

Instructions: SECTION A is compulsory. Answer any THREE from SECTION B

SECTION A

Question One

PAC University has hired you to its communication consultant as it seeks to improve its overall image. Using relevant examples, examine FIVE the tips you would use to ensure the university's brochure you are editing fit into your overall communication strategy.

SECTION B

Question Two

- i. Before releasing a copy for publishing, explain FIVE copywriters' checklist questions to ask yourself. (5 marks)
- ii. Describe FIVE visual clichés that are a common feature of photographs. (5 marks)

Question Three

Your work as an editor is to ensure the copy communicates to the reader without wasting the readers' time. Discuss TEN writing tips that you can use to ensure your copy is clear. (10 marks)

Question Four

- 1) An editor must make sure that the words a writer has put on paper accurately represents the author's intention. Describe the FOUR components of writing. (4 Marks)
- 2) Using examples, describe the THREE most common types of sentences (6 marks)

Question Five

As a communication expert, you will be hired to handle different communication endeavors for different personalities and institutions. One of the most prominent communication activity you will be handling is speech writing and editing. Using examples within your context, illustrate your understanding of the factors to consider when writing a speech.

Question Six

Examine the importance each of the following component of website and new media editing.

- a) Writing simple headlines (2 marks)
- b) Using short summaries and paragraphs (2 marks)
- c) Thinking globally (2 marks)
- d) Packaging materials in chunks (2 marks)
- e) Search Engine Optimization copywriting (2 marks)